

Women Are the Home-Makers... And Homes Are EVERYTHING

Hang Many Gifts for HER on the Xmas Tree

women are of a different kind. Things to fix up rooms to make them cozy, cheerful, colorful, livable, and things to make routine work easier and more interesting—these are the things that women really crave, beyond a few things for personal adornment. You see, women are the home-makers, and homes are EVERYTHING.

Smart Handbags

A handbag is no smarter than its frame, they say. Birmingham merchants stock bags as up-to-the-minute as tomorrow's sports roadster, in frames as well as in fabrics. Style and buying centers of two continents are searched by those who bring Birmingham merchants their stocks to choose from.

Guarantee Hosiery!

Silk hosiery gifts for women, purchased in Birmingham, are guaranteed to give perfect satisfaction or they will be replaced with absolutely new stockings, without question. No seconds are sold, though the prices are as low as seconds sell for elsewhere. The customer's judgment is the only check as to satisfaction. Birmingham merchants severally suggest against customers. "The customer is always right." Prices range from \$1.00 to \$1.95 a pair for extra quality. Buy silk-hosiery gifts in Birmingham, and be sure your Christmas-giving does not end in non-guaranteed runners.

Powder-Blending Kit

In Milady's growing beauty-kit, the latest bit of equipment is a simple, but ingenious device for powder-blending. One needs not only a day powder (for business, sports, or less), but a night powder as well, and blending one's own is quite the latest wrinkle with the independent feminine contingent.

While two shades of powder may be enough to blend in this magic-kit for practical day-use, five shades may be required to effect a

all the alluring complexion subtleties so necessary for night wear. "Rachel" shade in the basic powder, in a medium size box in the kit, while blonde, rose, amber, and saffron, in smaller boxes, vie for importance in the "compounding" process. Milady makes her own complexion analysis with the aid of a comprehensive chart, and measures out exact parts of this and that shade for vigorous mixing in the shaker. Spatsla-uxin, has proved possible. Theoretical beauties, it is said, mix their own powder shades, so now it falls to the lot of Milady in her own home to do likewise. Featherly lightness, softness and gentleness in eliminating the cause of skin irritations, and clinging perfectly for four hours or longer, are said to be other virtues of the new powder which appeared in Birmingham stores recently, ahead of a Detroit showing. Many of the powder-blending kits will be given as Christmas gifts.

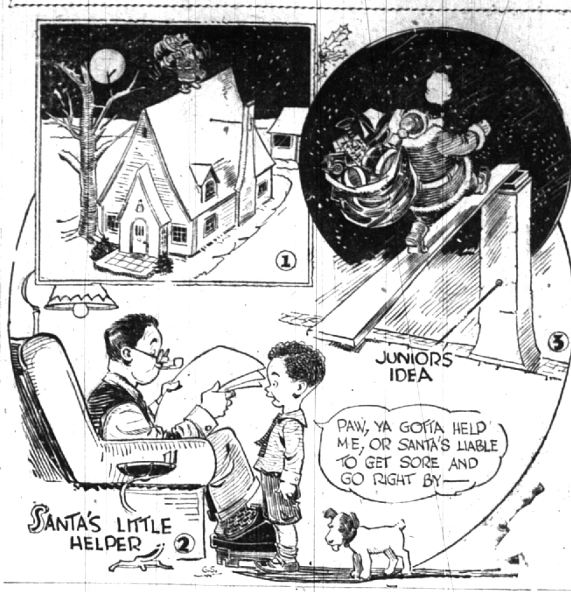
Chimes Strike Beauty

Chimes have always spelled beauty in time-sounding Westminster—Camperbury. Now electric chimes can be bought inexpensively for homes, with triple-choir hour strikes, and "sweet resonant" quarter-hour reminders. No more weekly windings of the clock. And observatory-time always tells you the exact moment correctly. Just plug into a convenient electric outlet. Designs for the bodies of these clocks will delight the artistry of every modern household. Inaccurate and inartistic timepieces are taboo, these days!

Make Ironing Easy

With some of the new ironers in table models, you can now iron as easily as you can operate an electric piano. Just a touch of the knee on a control lever, and the ironing roll is raised or lowered for putting in clothes of making them out all-right. Both hands are free to guide clothes. There are convenient tables at both ends of the machine, and clothes ironed can be put on for putting in clothes of making them out all-right. Both hands are free to guide clothes. There are convenient tables at both ends of the machine, and clothes ironed can be put on

THE GREAT AMERICAN HOME



SANTA'S LITTLE HELPER

Other. Just sit down in a comfortable chair and enjoy your work. And when you're through, fold up the dust-proof cover, and you have a handy table in the room, or you can roll it away out of sight. Such ironers will be on many a gift list this Christmas.

and what-nots of rayon in rich, soft colors. Half the evening-shoe uppers this winter and next spring will be woven with rayon yarns, too, and rayon has invaded the foot-floor, scrol, and feather designs, wear field for morning and afternoon wear, for sports and for business. In addition to the luster of rayon, it makes shoes less expensive than when apps are made of all-silk. Rayon has made possible the many new effects in two-surfaced monstres, particularly in white, which are looming up so strongly in the fashionable footwear horizon.

Dyed shoe fabrics, to match the color of the gown or the shade of some gown accessory, are more popular than last winter because of

Sweet's? Surely!!

No Christmas celebration is successful without at least one box of sweets. There are dozens of

Match Back-Aches

Floor polishes and waxers to keep home floors fall-finished, are much in demand just now. They save a lot of back-aches and time, and are indispensable in spotless

Wash Electrically

Electric washers given for Christmas lighten labors for many years, and decrease household expenses. In one type, three vacuum cups move up, down, and around, gently flushing air, water, and soap suds through the fabric of clothes. Another style of washer has a single-sane agitator which rolls the clothes over and over in a large, roving tub—with no center post to obstruct the water action. Damp-dryers are available instead of wringers with some of the electric-washer models. A whole tubful of clothes can be transferred from the washing tub to the damp-drying tray; close the lid and turn the lever, and in less than two minutes the water is whisked out of the clothes and they're ready for sun-drying, without any strain on fabrics in the usual twisting, squeezing, and mulling of a wringer.

Try a Real Bargain

For only \$45 one can secure an electric sewing machine, dressing-table model. Hang a mirror above it, and when the machine is closed no-one could possibly guess what inside is a machine of super-sweeping efficiency. She would certainly think you were a genius, and if this gift was delivered Christmas day.

For 3-Minute Eggs

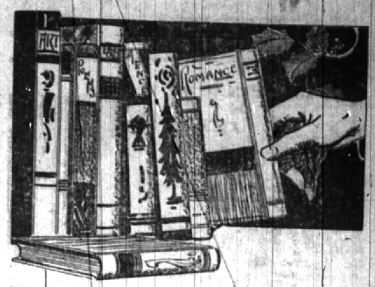
Egg boilers to hold six eggs in simple egg-shaped spiral wire sockets, and with a wooden-handled boiler with a heating element, no-one could possibly guess what inside is a machine of super-sweeping efficiency. She would certainly think you were a genius, and if this gift was delivered Christmas day.

Kitchen "Blowers"

Blowers for kitchens are items much-to-be-desired in many homes. Smoke-laden air and cooking odors are drawn outside by the blower system, which is very easily installed and is inexpensive. Some housewives would think this the gift-of-lights from a husband or father.

Rayon (Rich, Soft)

Rayon for silk things has already been made out of sugar, by the canny industrial chemists. Pressure, as a tool in the chemical industry of the future, may bring about a synthetic silk that is manufactured from water gas by means of a "high-pressure hydrolysis," according to Columbia University research men. Knitted rayon may be destined to be even more popular than now for clothing. Birmingham stores offer numerous Christmas-gift under-things



For Christmas GIVE BOOKS

SUBJECTS to cultivate the minds of growing boys and girls. Others to vastly interest the adult mind. Books of the hour—of every description, are here in a marvelous collection for Christmas gifts. Our salespeople will gladly lend their services in helping you make your selections.

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Stories of Love, Courage and Compassion by Warwick Deering	Three Titans by Emil Ludwig
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La Belle's

Birmingham's Shop of Books and Gifts

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This Saturday December 13

Members of the Birmingham Goodfellows will give

10% of all cash sales to the Goodfellow Welfare Fund. Here are the Birmingham Business Houses that will participate. You are urged to

Buy from a Goodfellow Store!

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Christmas Specials

"IN THE SPIRIT OF THE TIMES"

REDUCTIONS

\$300, \$550, \$790, \$900, etc.

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Reproducing Grands

All Absolutely New!

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GRINNELL GRANDS Beautiful, rich-toned grands 1929 Model, \$950 Lowered to \$795	STROUD DUO-ART GRANDS Colonial design Regular Price, \$1120 Lowered to \$1020
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WEBER DUO-ART GRANDS Colonial Case Regular Price, \$2345 Lowered to \$1995	SMALL GRANDS Apartment Style, Colonial Regular Price, \$495 Lowered to \$395

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Any instrument held for Christmas delivery on small deposit.

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